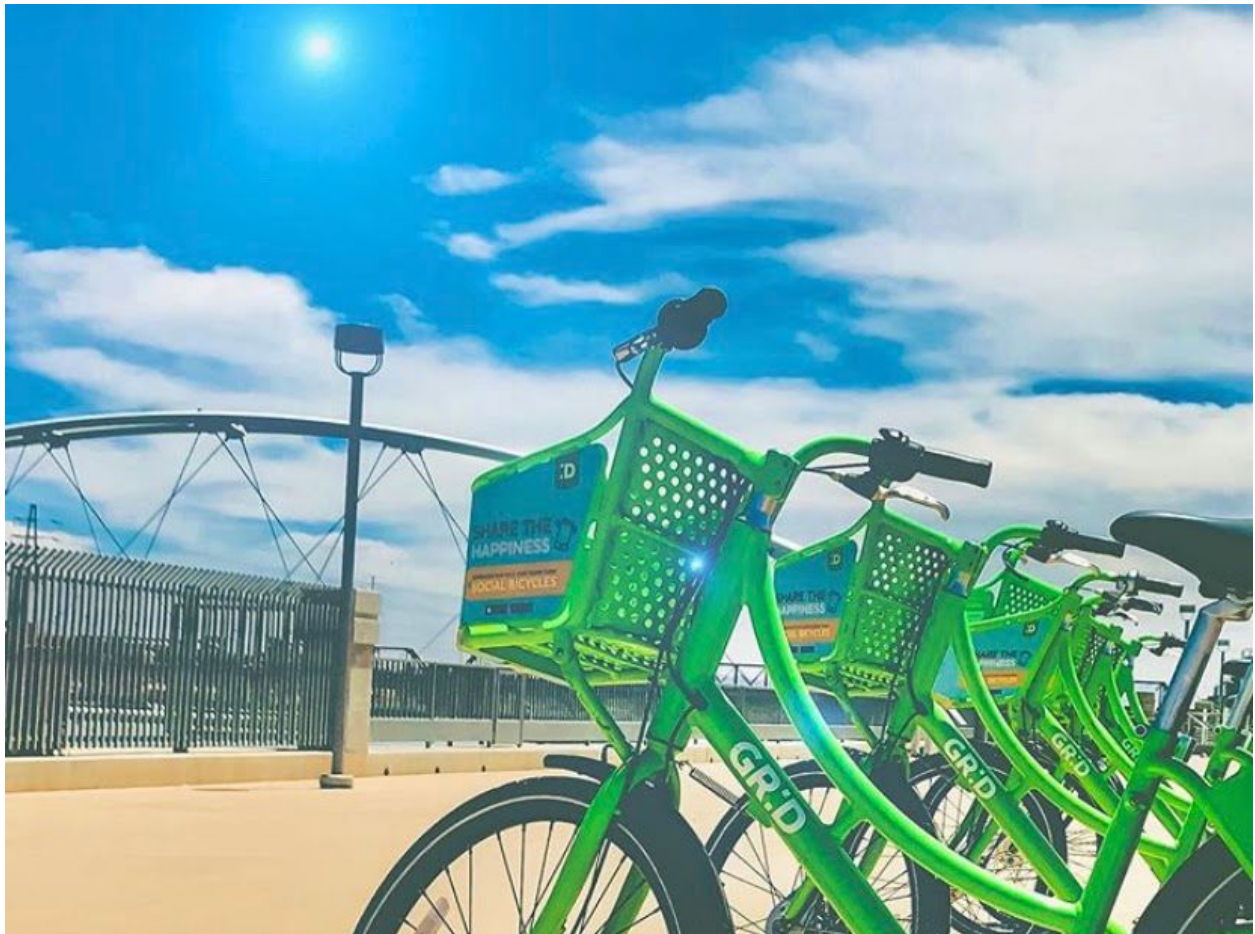




BIKE SHARE

August 1 - August 31 2020 Tempe Report



GRID Bike Share is Operated By:



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System Snapshot

Table 1

Stations/Bikes	Full System	Tempe Only
Active Regular Stations	114	32
Active Virtual Stations	8	4
Active Bikes (averaged over the month)	740	N/A
Trips		
Total Trips	1,274	624
Trips Per Day (average)	42	20
Utilization Rate (trips per bike per day)	0.09	0.07
Active Members		
Total Membership	40,456	N/A
Monthly/Yearly Plans	589	N/A
Pay-As-You-Go & 7 Day Plan	39,867	N/A
Revenue		
Total Revenue	\$5,965.48	\$1,923.05
Maintenance/Customer Service Activity		
Total CS Cases Created	67	N/A

Due to current limitations in the Social Bicycles data tracking software, not all GRID system data can be split by city. Trip data for each city can be extrapolated by using data from trips started inside a specific system area (in this case the Tempe system area). Unfortunately membership and customer service data as well as some trip data are not linked to the location of a user's first sign-up or home system area at this time and therefore this city-specific data shows as N/A in this report.

Membership

Table 2: Active Members (Full System)

Membership Type	New Sign Ups	Total Active Members
Student	30	122
Monthly	10	256
Annual	0	133
Other	0	78
Pay as You Go	421	39,743
7 Day Pass	29	124
Total	490	40,456

Trips

Table 3: Cumulative Trips Per Day of the Week - August (Tempe Only)

M	T	W	Th	F	Sa	Su
72	85	66	69	97	118	117

Table 4: Trip Initiation Method (Tempe Only)

Mobile	234
Keypad (manually entered)	388
Keypad RFID Card	0
Website	2

Table 5: Trips

	August (Full Sys)	YTD	Tempe Only	YTD
Total Trips Taken	1,274	18,327	624	9,239
Total Miles Ridden	2,892	50,218	1,583	28,148
Avg Trip Distance	2.6	2.6	2.5	3.0
Avg Trip Time	50:50	48:11	1:15:51	1:01:56
Avg Weekday Trips	35	75	29	35
Avg Weekend Day Trips	58	151	17	50
Holds	47	974	n/a	n/a
Ended out of Hub	166	3,887	71	2,435
Ended out of System Area	13	202	12	109

Determining the start area of a trip with a Hold is currently not possible due to limitations in the Social Bicycles tracking software. Therefore, the count of holds is only displayed as a part of the "full system".

Table 6: Trip Stats by Member Type (Full System)

Member Type	Aug Trips	%	Trips YTD	% YTD
Pay-as-you-go	742	58%	10,229	56%
7 Day Pass	63	5%	1,800	10%
Annual	6	1%	1,183	7%
Monthly	85	7%	1,874	10%
Student	272	21%	2,059	11%
Other	106	8%	1,182	6%
TOTAL	1,274		18,327	

Table 7: Trip Stats by Member Type (Tempe Only)

Member Type	Aug Trips	%	Trips YTD	% YTD
Pay-as-you-go	368	59%	5,408	59%
7 Day Pass	36	6%	1,092	12%
Annual	0	0%	660	7%
Monthly	29	5%	615	7%
Student	187	30%	1,429	15%
Other	4	1%	35	1%
TOTAL	624		9,239	

Saturday August 29th was the highest day for regional ridership with a total of 69 trips taken. For trips originating in the Tempe service area, Sunday August 23rd and Saturday August 29th were the top day for ridership with 40 trips taken.

Station Performance

Table 8: Regional Station Performance

Top 10 Origin/Destination Stations	Total In/Out	Bottom 10 Origin/Destination Stations	Total In/Out
T17 Tempe Beach Park	160	T07 Smith-Martin / Apache Blvd	1
T27 McAllister Ave / Apache Blvd	96	P180 Adams and 17th Ave.	1
T29 Tempe Town Lake Marina	95	P168 5th St. and Washington	1
T25 University Dr. / ASU Student Housing	85	P141 Phoenix College	0
T19 Kiwanis Park	79	Downtown ASU (Virtual Hub)	0
T20 Tempe Center for the Arts	78	P101 5th St / Grant St	0
T24 Westside Center	76	P119 Grant St / 3rd St.	0
P175 9th St. / Van Buren St	68	ASU Hayden Library - Cady Mall (Virtual Hub)	0
T18 Neil Giuliano Park	62	ASU Orange St - S McAllister Mall (Virtual Hub)	0
P116 6th St. / Monroe St	61	ASU Goldwater - Ctr. for Science - Tyler Mall (Virtual Hub)	0

Table 9: Tempe Station Performance

Trips started and ended at each station in the Tempe service area

Station Name	Racks	In	Out	Total	Low [%]	Full [%]
T17 Tempe Beach Park	25	76	84	160	0	0
T27 McAllister Ave / Apache Blvd	25	50	46	96	0	0
T29 Tempe Town Lake Marina	9	49	46	95	0	48.11
T25 University Dr. / ASU Student Housing	25	46	39	85	0	0
T19 Kiwanis Park	15	39	40	79	0	0
T20 Tempe Center for the Arts	10	34	44	78	0	0
T24 Westside Center	10	36	40	76	0	0
T18 Neil Giuliano Park	15	31	31	62	0	0
T26 ASU Memorial Union	25	28	27	55	0	0
T02 3rd St / Mill Ave	9	25	28	53	0	0
T14 College Ave / University Dr	15	24	25	49	0	16.08
T31 5th St / Mill Ave	15	24	17	41	0	0
T03 Rural Rd / Terrace Rd	11	18	22	40	0	0
T11 University Dr / Mill Ave	20	17	21	38	0	0
T01 5th St / Forest Ave	25	10	21	31	0	0
T05 McClintock Dr / Apache Blvd	15	8	13	21	0	0
T28 Rio Salado Pkwy / Mill Ave	15	7	10	17	0	0
T15 8th St / Dorsey Ln	10	8	8	16	0	0
T16 Apache Blvd / Rural Rd	15	7	9	16	0	0
T30 Evelyn Hallman Park	8	6	6	12	0	0
T09 Washington St / Center Pkwy	9	4	5	9	0	0
T10 Washington St / Priest Dr	10	6	3	9	0	0
T21 Forest Ave/ Lemon St.	20	2	7	9	0	0
T22 Baseline Rd / Priest Dr	10	3	5	8	0	0
T13 College Ave / Apache Blvd	15	1	6	7	0	0
ASU Coor Hall - S Forest Mall (Virtual Hub)	0	3	2	5	76.32	0
T04 Apache Blvd / Dorsey Ln	10	1	3	4	0	0
T06 McClintock Dr / Rio Salado Pkwy	10	3	1	4	0	0
T08 Apache Blvd / Price Rd	10	2	2	4	0	0
T32 North Tempe Multigen Center	10	2	2	4	0	0
T23 Escalante Center	2	2	0	2	0	0
T07 Smith-Martin / Apache Blvd	10	0	1	1	0	0
T12 Rural Rd / Southern Ave	10	1	0	1	0	0
ASU Orange St - S McAllister Mall (Virtual Hub)	0	0	0	0	0	0
ASU Goldwater Ctr. for Science - Tyler Mall (Virtual Hub)	0	0	0	0	100	0
ASU Hayden Library - Cady Mall (Virtual Hub)	0	0	0	0	100	0

Environmental Impact

Table 10

	Full System	YTD	Tempe Only	YTD
Calories Burned	119,280	1,736,760	63,320	1,049,920
Carbon Offset	2,624 lbs	41,135 lbs	1,393 lbs	23,099 lbs

**Calorie calculation is based on a Wisconsin State Health Department study that assumes cyclists burn an average of 40 calories per mile.*

**Carbon offset calculation is based on an EPA source that states automobiles emit an average of .88 lbs of CO2 per mile and an assumption that the trip was taken in lieu of driving a car the same distance.*

Maintenance & Rebalancing Operations

Table 11: System-Wide Operations Data

	System Wide	Tempe
Average number of bikes in service each day	471	179
Bikes inspected in field	426	162
Bicycles repaired	118	31
Average bike repair time	60 min	60 min
Bikes lost or stolen this month	10	3
Graffiti Cleaned	1	0

Table 12: Reported Repairs/Issues (Full System)

	Type of Issue	August	YTD
1	Other	232	2,243
2	Seat	24	88
3	Shifting/Pedaling	2	54
4	Lock	24	281
5	Keypad	57	493
6	Brakes	3	49
7	Flat Tire	28	349
8	Lighting	4	57
9	Frame	6	38
	Total	380	3,652

Customer Service Reporting

Table 13

The top customer service contact category for the GRID system in August was Member Inquiries.

Reason For Contact	Aug Created Cases (Full System)	YTD
Member Inquiries	19	163
Billing	1	21
Account Management	4	30
Bike Issue	3	37
Charges	9	141
General Education	6	62
Operations	8	83
Sign Up	0	3
Hub Request	0	0
Partnerships	0	8
New Program Request	0	0
Total CS Cases Created	50	561

Table 14: Customer Service Responsiveness (Full System)

Time of call/email request	
Avg time to answer	40 sec
Avg duration of call	3:30 min

Table 15: Agreed Service Levels for Operations within the Tempe System Area

	Performance Metric
System operations fully operational (%)	100%
All stations fully operational (%)	100%
Bicycles fully operational (%)	82%
Website fully operational (%)	100%
Backend servers fully operational (%)	100%
Avg response time this month (technical issues, breakdown)	30 minutes

Operations staff have been dealing with the ongoing issue of intermittent connection issues on bikes across the GRID system. Connection issues can occur due to a glitch in the bikes controller unit, low battery or issues with the software or hardware. Some connection issues resolve themselves while others require staff to flag the bike for repair. A controller losing connection can result in the inability for a user to rent a bike, an inaccurate GPS location and erroneous charges for a user. Operations staff monitors these connection issues on an ongoing basis and aim to resolve them quickly.

Financial Summary

Table 16

Revenue Category	Full System	% of Total	Tempe Only*
Membership Fees	\$2,040.00	34%	N/A
Ride Fees	\$3,657.48	61%	\$1,791.73
Out of Hub Fees	\$217.00	4%	\$145.53
Out of System Area Fees	\$80.00	1%	N/A
Rider Bonuses Given	-\$29.00	-1%	-\$14.21
TOTAL	\$5,965.48		\$1,923.05

Data has not been audited and is only to be used as an approximation of Gross Revenue

**Fees specific to the Tempe system are reported by SoBi as a combination of both out of hub and out of system area fees. The Tempe fees include all fee balances accrued by users in the month regardless of whether the charge was actually executed that month.*

Marketing Summary

Table 17: Social Media

Social Media Outlet	Followers	Impressions
Facebook	2,808 (-101)	221
Twitter	1,546 (-14)	3540
Instagram	136 (+4)	557

Table 18: Events

Event Name	City	Date
All events cancelled	n/a	n/a

Weather

Table 19 (Source: www.wunderground.com)

Aug	high	low	avg	Precip. sum
1	110	101.8	93	0
2	107	100	93	0
3	113	101.6	91	0
4	109	99.3	87	0
5	111	100.5	90	0
6	108	96.9	83	0
7	109	97.5	83	0
8	110	100.2	89	0
9	110	99.1	87	0
10	111	99.7	85	0
11	109	98.9	89	0
12	110	100	90	0
13	114	102.6	91	0
14	115	103.9	90	0
15	113	103.3	93	0
16	113	102.4	91	0
17	112	101.6	90	0
18	112	103	91	0
19	113	103.5	92	0
20	111	95.7	81	0
21	100	91.8	84	0
22	105	96.2	87	0
23	109	99.5	89	0
24	113	102.6	92	0
25	111	101.5	91	0
26	111	99.9	90	0
27	111	100	90	0
28	111	100.3	90	0
29	103	93.8	83	0
30	101	87.8	78	0
31	98	89.4	79	0

